

## Phronesis Partners awarded ISO 20252:2012 Certification

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Boston, MA -- As part of its commitment to *Simplify Growth* for its clients, Phronesis Partners is proud to announce that it has been awarded the ISO 20252:2012 Certification for our Primary Research (CATI and Online), Programming and Data Analytics, Healthcare Research, Competitive Intelligence and Business Research offerings. With this certification, Phronesis joins an elite group of global market research companies committed to high quality and ease of research integration.

For Phronesis' clients, this certification provides assurance that all research done by Phronesis meets the highest level of international standards for quality, project management and client servicing processes. Additionally, Phronesis' alignment to these standards demonstrates to clients around the globe that Phronesis maintains high ethical standards, optimal research processes, proper data and information security and ease of data/insights integration.

This certification is a result of a high level of collaboration between Phronesis and its clients, as well as the drive and dedication of Phronesis' highly trained and experienced staff of interviewers, researchers and analysts. Phronesis is committed to continual improvements to ensure that we can be the go-to research provider for research and consulting firms who require high-quality, cost-effective, fast-turnaround and reliable research.

About ISO 20252:2012

The updated standard "ISO 20252:2012 International Market, Opinion and Global Research" from the International Organization for Standardization (ISO) defines specific standards for the market research industry and covers all stages of a research study, including proposals, questionnaire design, field, data analysis and final presentation of results to clients. Furthermore, it sets the standards for quality management as well as for cooperation between companies and their various clients.

ISO 20252:2012 provides an internationally-recognized framework for market research firms. It helps vendor and client organizations align across cultural, social and behavioral differences which makes conducting, monitoring and relying upon international research easier. The implementation of a management system based on ISO 20252:2012 enables organizations to regulate the challenges of carrying out cross-border, multi-country research studies with greater assurance.

Phronesis Partners  
[www.phronesis-partners.com](http://www.phronesis-partners.com)